

Campus Media Inc 165 West 46 Street New York 10036 NY Area 212 245-0950

5 April 1971

Miss Diane Langsam
Traffic Director
WXPN Radio
3905 Spruce Street
University of Pennsylvania
Philadelphia Pennsylvania 19104

Dear Diane:

Received your note today concerning the SCREEN GEMS JOHNNY CASH SHOW order and must say I'm really confused. You said the station never received the spot; okay, did you receive the broadcast order? I've just checked our files and we have your acceptance copy, signed by Jim Maule. The problem here is that there was a fact sheet enclosed with the broadcast order and you were supposed to make your own spot from that fact sheet.

The other problem, and this is the one that really bothers me, is that somehow a full month got lost. From our records, your spring vacation was March 14-22 while the CASH SHOW spots were to be aired February 14-16. It's understandable that the spot/fact sheet got mislaid, lost or whatever; what's incomprehensible to me is that somehow you got the broadcast order, presumably scheduled the spots, lost the spots, and didn't find out about it until a month later.

Please, in the future, make every effort to keep track of correspondence, orders and spots that come from us. In almost all cases, we send spots along with the time order to insure that the station has everything needed to fulfill a contract. When a spot cannot be included at the time we send the broadcast order, we state clearly on the order that

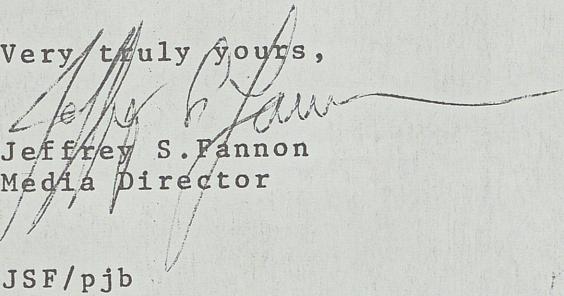
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Fig. 6 - IMAGEVIEWER

it will follow and also give a date for you to call
if the spot is not received.

Hope that this clears up this situation and that it
doesn't re-occur because it costs both of us money
as well as defeating our contention to clients
that campus radio is a responsible as well as
effective medium for advertising.

Very truly yours,


Jeffrey S. Fannon
Media Director

JSF/pjb

cc: The Ivy Network

